

Filene's

The Day at Filene's

A Letter Written by a Woman from Maine, Telling of the Things She Saw and Did in The Filene Store



Norridgewock, Maine.

"Gentlemen:

Having read of your bureau of personal service, I inquired for it, and a moment later it seemed to me that I was in a hotel. My bag and wraps were taken care of and checked. I was escorted to a clean, comfortable wash-room, where in the course of a half an hour I got rid of all traces of travel and felt keen for breakfast.

An elevator whisked me to the Eighth Floor, and a more beautiful breakfast room I never saw, although I had been in the best hotels in the East. I was struck particularly with the color scheme, so subdued and restful to the eyes. The floral decorations pleased me, too, as being in such excellent taste and not overdone.

I had dropped the remark in the bureau of personal service that I had a great deal on for the day, and I was gratified, soon after I had ordered my breakfast, to find a representative of that bureau at my elbow asking if in any way I could be served. In this manner I arranged to have a telephone message sent to my sister, who lives in one of your suburbs, asking her to meet me in the store for luncheon, bringing her little boy.

"Could we arrange to procure theater tickets for you?" the young lady from the service bureau inquired.

That was just what I wanted, though, womanlike, I probably would not have thought of it until the last minute.

As the result of an other suggestion made by the personal service representative, it was arranged that I make a trip around historic Boston on the day following. I also made appointments with the Manicuring and Hair Dressing Shops of your store for the afternoon. And I sent a telegram home to Mr. Carr, blanks having been brought to me at the breakfast table.

While awaiting the coming of my sister, I proceeded with my shopping. No need to go into details—it is too long a story! And yet, while I provided for my own apparel needs and for those of some friends at home, the whole thing was accomplished in a surprisingly brief space of time, thanks to your efficient and attentive clerks and your system of quick change.

I should like to devote a whole page to a description of the things I saw and what I purchased, but you wish from me an account of my personal experience in the store rather than of my buying.

While down in the Engine Room looking over the apparatus which purifies the air for your Basement Store, I was unfortunate enough to get a speck of dirt in my eye. I was taken to the Hospital on the Eighth Floor, where it was removed by a trained nurse.

While on that floor we inspected the Restaurant, Library and Rest Room of the Filene employees. I was surprised to find that here breakfast, luncheon and dinner are served at a minimum cost, and girls can rest, read or sew, as the firm insists each girl take her full hour for luncheon. It all impressed me as a wonderfully liberal and modern business feature.

At the appointed time I met my sister and nephew. We went to the Restaurant for luncheon. The music, which was rendered by a chorale, was very pleasing and restful—such a change from the usual orchestra! The service was quick and thorough and the food delicious. I was surprised when the waitress refused the small fee I offered at the termination of luncheon, she explaining that it was one of the rules of the house that no gratuities be accepted.

After having my shoes polished, I rejoined my sister and we took the boy to the Barber Shop for children. He had his hair trimmed in the cutest way!

At 4.45 P.M. we went again to the Restaurant and had tea, after which I took a refreshing bath and dressed for the theater—all this right in your store.

Permit me to congratulate you not only upon your store as such, but as an institution of public service the like of which I have not seen anywhere, and I have been about a good deal.

You are at liberty to make whatever use of this letter you choose, as I feel that I am conferring a favor upon New England women generally when I acquaint them with what happened to me under your hospitable roof. Sincerely,

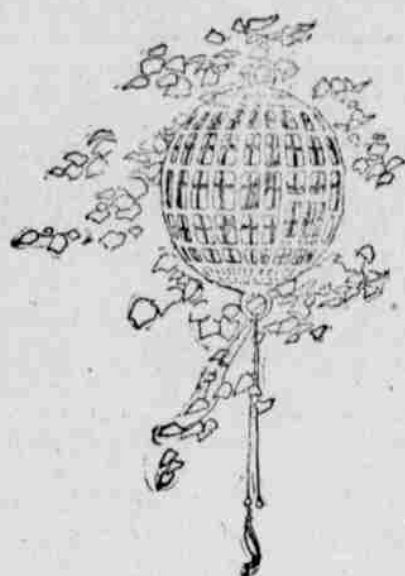
Mrs. H. N. Carr."

MORE than one day would be required to see and more than one letter in which to tell all the interesting things in The Filene Store. When Mrs. Carr's husband comes to Filene's, he finds arrangements for man's comfort and convenience as complete as those for women.

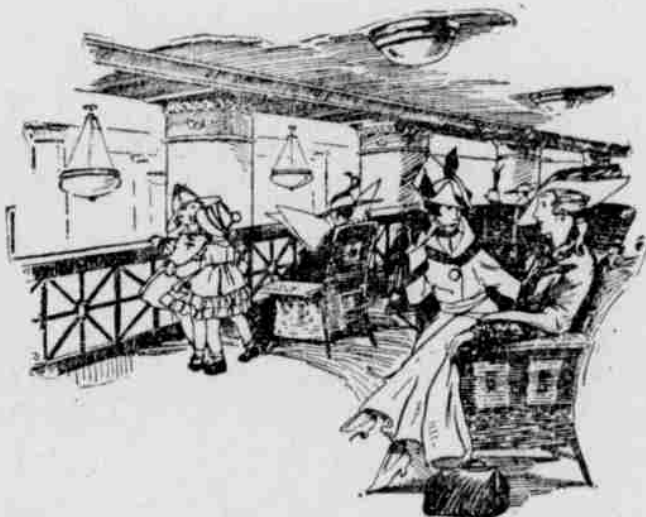
He finds, first of all, a man's entrance, with an escalator or moving stairway that carries him quickly direct from the street to the Men's Store on the Second Floor. Here is a tipless Barber Shop with admirable service, manicure and chiropodist. Dressing rooms are available if he wishes to change his clothes. Here also are the Men's Clothes Shops with everything that a man wears.

For his business affairs, Mr. Man finds in the store not only Telephones and Post-office, but Western Union Telegraph and Cable and Marconi Wireless Station. He has timetables for railroads and steamships in the Information Bureau. A messenger service also.

For exercise and the improvement of his game, he may wish to try the golf court and perhaps get a few pointers from the professional instructor. Doubtless he will want to inspect the wireless plant on the roof and other mechanical features about the building. For him there is a restaurant set apart where smoking is permitted. And afterward, if he wishes to go to the baseball game, the Personal Service Bureau will be glad to obtain tickets.



The Personal Service Bureau is a cheerful, busy place on the First Floor Balcony



On the Service Balcony overlooking the First Floor is a spacious Rest Room with inviting easy chairs



Another view of Service Balcony, showing public lockers, telephones and drinking fountain



The Restaurant on the Eighth Floor is a place of sunshine, good cheer, splendid music and unusual service. There is exhibition dancing at afternoon tea every day



Along the indoor streets are fascinating windows and sign-boards guiding to cozy, secluded shops. Filene's is a store of many Specialty Shops all under one ownership and management



The Filene Barber Shop for men is a place of spick-and-span efficiency. Positively no tipping permitted

THE Filene Store is first of all a store where apparel is sold for women, children and men. It is, probably, the largest store in America devoted to the sale of things to wear. But Filene's is even more than this—it is an institution for the service of its friends.

For people from all New England, Filene's has nearly everything we know that will add to the pleasure and comfort of their visits to Boston. This we conceive to be the real expression of a hearty, friendly welcome. Make Filene's your headquarters when you come to Boston. And, in the meantime, won't you send us your name so we may mail you an interesting book we have for you?

WILLIAM FILENE'S SONS COMPANY BOSTON, AT WASHINGTON AND SUMMER STREETS